

Broadband Best Practices Summit: State and Regional Models for Increasing Broadband Access and Usage

AGENDA

June 29, 2007

8:30-9:30 Registration and Continental Breakfast

9:30-9:45 Welcome

Introductory Remarks:

- Jim Hawley, Vice President, California Politics and General Counsel, TechNet
- Laura Ipsen, Vice President, Global Policy and Government Affairs, Cisco

Welcome Remarks:

- Commissioner Rachelle Chong, California Public Utilities Commission

9:45-11:15 SESSION 1: Increasing Broadband Demand and Adoption

Efforts to increase broadband access are often intertwined with activities that further consumer and business adoption of broadband. The programs highlighted in this session either meld both broadband access and adoption or ensure that communities have access to the technology and skills needed to ensure a meaningful online experience. This diverse group of panelists will share their experiences:

- Developing comprehensive maps of broadband access
- Coordinating efforts to refurbish and distribute computers
- Creating or partnering with Community Technology Centers that provide access and training
- Educating consumers and businesses about the value of broadband
- Managing partnerships to provide affordable computers

Moderator:

Emy Tseng, Project Director, Digital Inclusion Programs, City and County of San Francisco

Panelists:

City of Seattle, Community Technology Program (WA)

David Keyes, Community Technology Manager

The City of Seattle is committed to promoting a technology healthy community. This includes ensuring that residents have the information technology training and access needed to ensure civic and cultural participation, employment and lifelong learning. Seattle also administers a Technology Matching Fund.

Connect Kentucky (KY)

Brian Mefford, President and CEO

ConnectKentucky develops and implements effective strategies for technology deployment, use, and literacy in Kentucky, creating both the forum and the incentive for interaction among a variety of people and entities that would not otherwise unite behind common goals and a shared vision. ConnectKentucky's mission is to accelerate the growth of technology in support of community and economic development, improved healthcare, enhanced education, and more effective government.

e-NC (NC)

Jane Smith Patterson, Executive Director

E-NC is the grassroots initiative to link all North Carolinians - especially those in rural areas - to the Internet. The purpose of the e-NC initiative is to use the Internet as a tool for helping people to improve their quality of life. The e-NC initiative was originally led by the Rural Internet Access Authority. The authority was created on August 2, 2000, by the N.C. General Assembly.

11:15-11:30 Networking Break

11:30-12:00 Update on Broadband Efforts in California

- Anne Neville, CA Broadband Initiative, Business, Transportation and Housing Agency
Implementation of Governor Schwarzenegger's Executive Order S-23-06 (Increasing Broadband Access and Usage)
- Sunne Wright McPeak, President and CEO, California Emerging Technology Fund

12:00-1:30 Lunch

- Eric Stark, Associate Administrator, NTIA, U.S. Dept. of Commerce
 - Introduction and Moderation: Anne Neville, CA Broadband Initiative, BTH Agency
- *Keynote Address:* Debra Bowen, Secretary of State, State of California
 - Introduction and Moderation: Cynthia Guerrero, Director, California Politics, TechNet

1:30-3:00 SESSION 2: Expanding Broadband Access

Many opportunities exist to increase broadband access. However, developing an environment that encourages broadband build-out is challenging for many communities and states. Public-private partnerships offer the possibility of leveraged assets, but these collaborations are not easy to create. During these two sessions, practitioners will discuss regional and statewide efforts to increase broadband access. Topic include:

- Rights-of-Way/permitting policies that encourage investments and safeguard municipal interests
- Collaborations that reduce costs for broadband providers and for government
- Is there a "right" combination of public, private, and non-profit support
- What successful funding models have various states/municipalities crafted?

Moderator:

Jed Kolko, Research Fellow, Public Policy Institute of California

Speakers:

Mid-Atlantic Broadband Cooperative (VA)

Tad Deriso, General Manager

The Mid-Atlantic Broadband Cooperative (MBC) is a not-for-profit Cooperative created in 2003 to revitalize the regional economy of Southside Virginia. This goal was conceived into a sustainable business plan to build a cost-effective, carrier-class telecom infrastructure that would expand broadband services in the region, provide unique opportunities for research/development and create opportunities for the private sector to deploy competitive broadband services.

Wireless Silicon Valley (CA)

Seth Fearey, Vice President and Chief Operating Officer

Through an open wireless network Wireless Silicon Valley will offer universal broadband wireless Internet access to all Silicon Valley residents, employees and visitors spanning 42 municipalities and nearly 1,500 square miles. Many Silicon Valley residents will have the opportunity to experience the Internet at higher speeds than ever before due to either cost or availability.

Dynamic City and the Utah Telecommunications Open Infrastructure Agency - Utopia (UT)

Jeff Fishburn, CTO, Dynamic City

Dynamic City is the private sector to UTOPIA, a public agency that includes fourteen Utah cities (rural and urban) that have joined together to create one of the nation's largest, fastest, most robust fiber-optic networks. Dynamic City promotes the open communications infrastructure model that UTOPIA adopted.

Robert Albee, Formerly the Chief Engineer for the City of Boston, currently with Vanasse Hangen Brustlin, Inc. (MA)

Robert Albee worked with the City of Boston through the dot-com boom as multiple broadband providers sought to lay fiber throughout the City. Albee's work resulted in a "win-win" for both the city and the broadband providers - residents had access, providers saved costs, and the disruption to roads and sidewalks was mitigated.

3:00-3:15 Networking Break

3:15-4:45 SESSION 3: State Broadband Policies – What's Next?

A number of states have begun exploring or implementing comprehensive broadband policies. What should these include, how should they be implemented, and what level of support is needed. This final panel will include representatives from states that are advocating for or are implementing a statewide policy. Officials will provide the audience members with:

- Updates on statewide broadband policies and initiatives
- Strategies used to partner with existing local initiatives
- The benefits and disadvantages of the different structures that can “house” broadband initiatives

Moderator:

Allen Hammond, Director & Professor of Law, Broadband Institute of California,
Santa Clara Univ. School of Law

Panelists:

Illinois

Ryan Croke, Policy Advisor, Office of Lieutenant Governor Pat Quinn

In 2005, the Governor Rod Blagojevich issued an executive order creating the Illinois Broadband Deployment Council (BDC). Under the leadership of Lieutenant Governor Pat Quinn, the Council is working to increase broadband deployment to every corner of the state. The BDC strives to serve as a clearinghouse for best practices and academic research on broadband deployment in Illinois. It has also been a forum where several small and large scale Internet initiatives across the state began to take shape.

Tennessee

Commissioner Pat Miller, Tennessee Regulatory Authority

In 2005 the Tennessee Legislature and Governor Phil Bredesen created the Tennessee Broadband Task Force. The Task Force, comprised of lawmakers and telecommunications industry representatives, released its report in January 2007. They called on the state to increase competition among providers and to develop an organization similar to neighboring Kentucky. Only four months later, Tennessee is poised to adopt these recommendations.

Ohio

Pankaj Shah, Director of Networking, Ohio Supercomputer Center

Ohio has begun to implement Governor Ted Strickland's “BroadbandOhio” strategy. This plan with establishing the Ohio NextGen Network, increasing connectivity among local and state government agencies and extending last-mile broadband access to rural areas of Ohio. Additionally the strategy will leverage existing educational and community resources to increase training opportunities for Ohioans.

Arizona

Galen Updike, Telecom Manager, Government Information Technology Agency

Stakeholders in Arizona are considering the creation of the Arizona Broadband Development Authority. The Authority would lead efforts to deploy broadband in rural Arizona, considering such issues as Rights-of-Way reform and a broadband fund.

Georgia

Bailey White, Senior Consultant to the State of Georgia for the Wireless Communities Program (Senior Partner, Civitium)

Governor Sonny Perdue has committed to ensure the availability of broadband connections in every Georgia community. He has created two programs, Wireless Communities Georgia and BRIDGE (Broadband Rural Initiative to Develop Georgia's Economy), to meet that goal. This presentation will focus on the history of Governor Perdue's initiatives and the implementation of the Wireless Communities Georgia program.